

## **Reliable Feature With Android Apps Development**

With the increase in the sale of Smart Phones the demand for mobile applications is also increasing. The [Software Development](#) industry is witnessing a steep increase in the demand of mobile application because of many factors such as the popularity of smart phones, availability of faster internet services etc. The role of programmer in developing a mobile app is more critical than developing a software/website. In the application development the creativity of the developer is a most important factor. The [Android Application Development](#) platforms are also providing great flexibility and freedom to the app developers to utilize their creativity and programming knowledge.

The most important reason for the increase in the popularity of the applications is the utility of the applications. Some of the applications are developed for mass users while some are developed on demand, these are the customized applications. The applications for the mass are used by the people on bulk basis that is the apps like music download, games, Instant messaging apps etc. These kind of applications are used on very large scale by maximum number of people as they fulfill the utilities that are most common moreover they serve the purpose of entertainment. The other type of applications are developed on demand, these are developed to address the particular requirement of the client. These applications that are used based on the utilities mentioned by the customer.

The applications that are developed keeping in mind the requirements of particular users are meant to fulfill their particular requirement such as if we take an example of a company that is into export and import business and they wanted to develop an application that have the features like if the company's representative travel abroad for buying some items to import then they can click the picture of that product and enter the information about the product including the price of the product and they can share this with their officials in their country. So developers can develop these kind of apps also which are based on the needs and requirement of the client.

The apps that are meant for masses can also be used to earn money by establishing this apps in the market. There are particular and dedicated markets for different platforms like for Android there is Google Play, for Apple there is iTunes store and similarly windows store for windows platform. The mobile application is a very useful tool for marketing. As we know that a cell phone is a device that almost everyone carry with them all the time. So by tracking the surfing habits of a particular user we can shoot the personalized advertisement campaign to the particular user. This will be in interest of both the user as well as the company who's promotion is being done.

The applications these days are not only providing utilities like music download, instant messaging etc. but as with the introduction of technologies like 3G internet, it is more easy to do the online shopping so the e-commerce applications are also coming up with great increase in the development of such applications. The apps now a days that have e-commerce functionality in them are becoming more and more popular as the online payment have become easy.

The applications such as health care are also in much demand as people are using the health care apps to keep a check on their health. The health applications have features like they can monitor the heartbeat of the patient and even their blood pressure. If a person is suffering from any such disease then the app can monitor the real time information and it is connected to the patient's doctor and whenever the numbers cross the alarming number the doctor will be send a message about patient's health.

The Android being one of the most popular operating system for mobile phones have gained such popularity because of the applications itself. The apps available for Android are providing such utility to the users that any other operating system is not providing. The reason for development of such applications is the flexibility that the platform is providing to the developers. Now a days application like mobile wallet is also becoming popular because of the faster internet services and the platforms like Android.

Today we can see that government is providing a tablet named "Akash" at very less price for students. So by this we can understand the use age of smart phones are becoming popular not only for personal use, health use, education but also for business. One of the important factor that is helping the development of android market is the mobile phone applications that are catering to various needs. Hence we can conclude by saying that there is a very huge scope for mobile application development in future.